

Fig. 1

| Internet Portal.com (personalized page) | |
|---|---------------|
| <input type="button" value="Search"/> | User Name |
| LBC.com | John Doe |
| My Bank.com | John R. Doe |
| My Stocks.com | John R. Doe |
| My Shopping.com | Jane L. Doe |
| Mortgage.Com | John/Jane Doe |
| Airline.com | John Doe |
| <input type="button" value="Agent"/> | XXXXXX |
| <input type="button" value="Last"/> | XXXXXX |
| <input type="button" value="Update"/> | XXXXXXX |
| <input type="button" value="ADD"/> | XXXXXXX |

39 37 34 32 41 43 45 51 52

Search String Search

Fig. 2

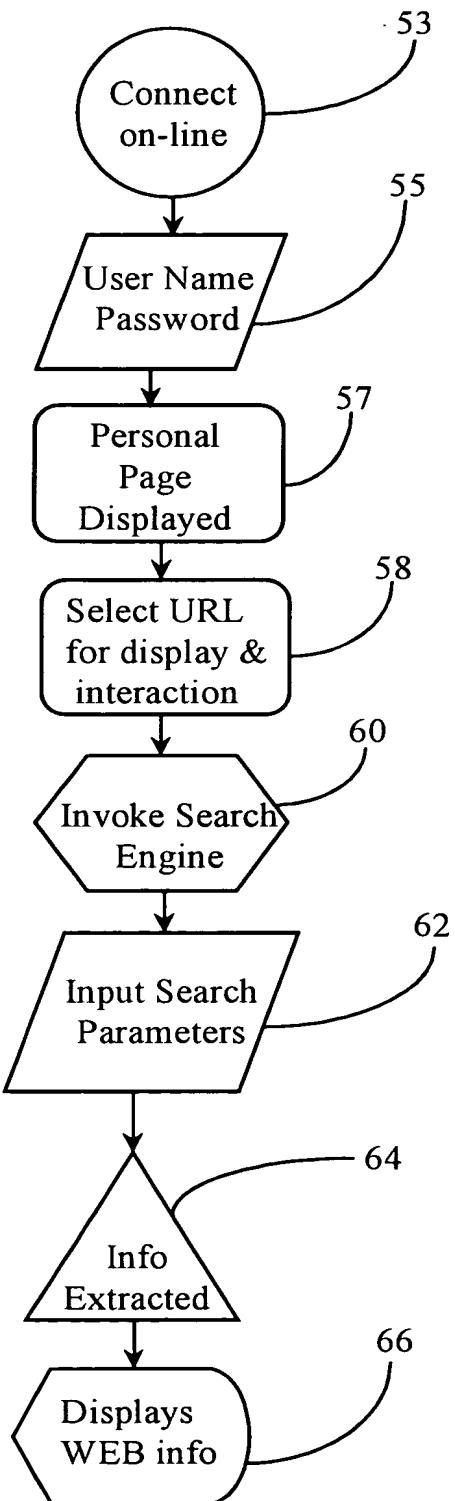


Fig. 3

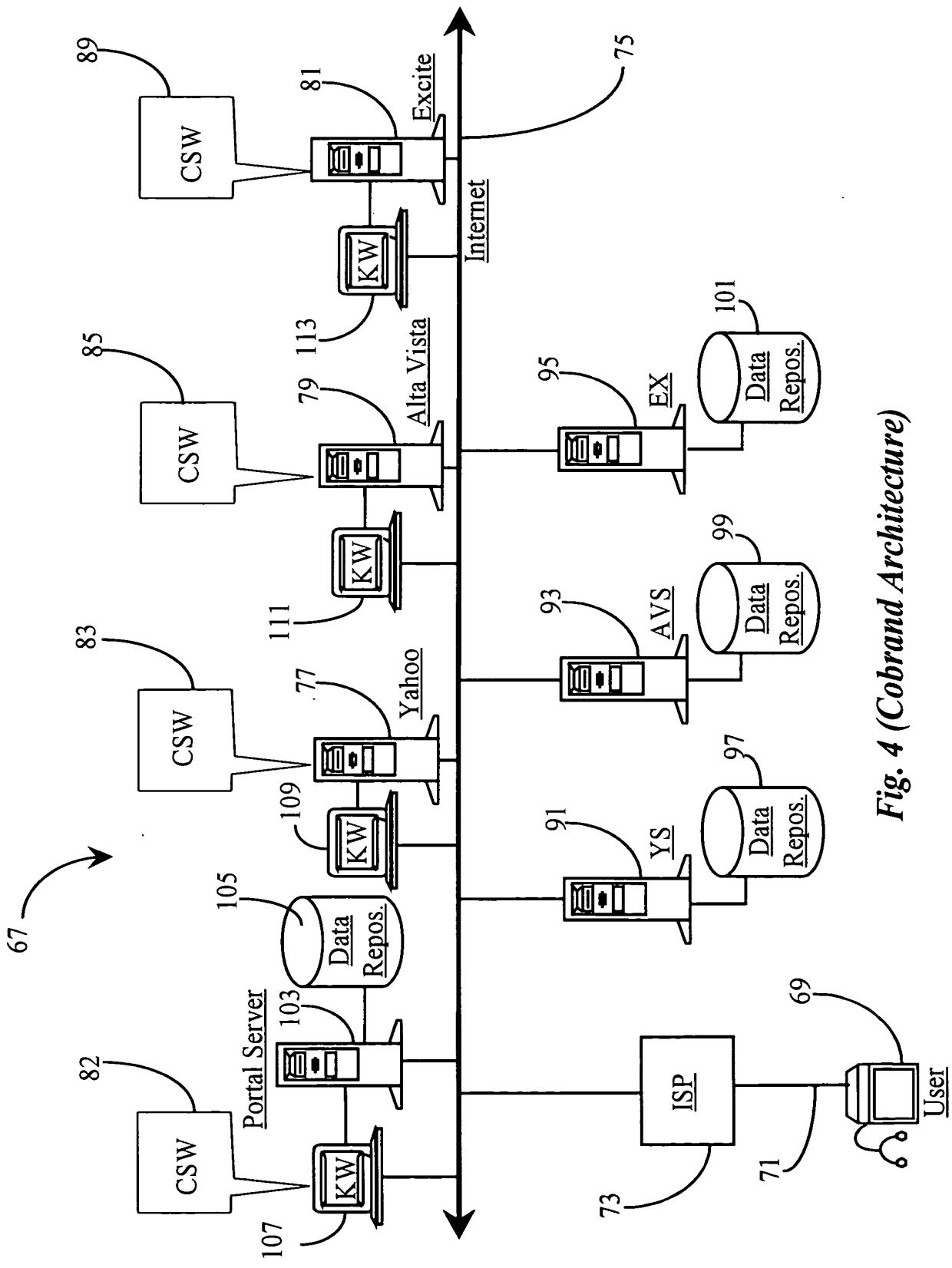


Fig. 4 (Cobrand Architecture)

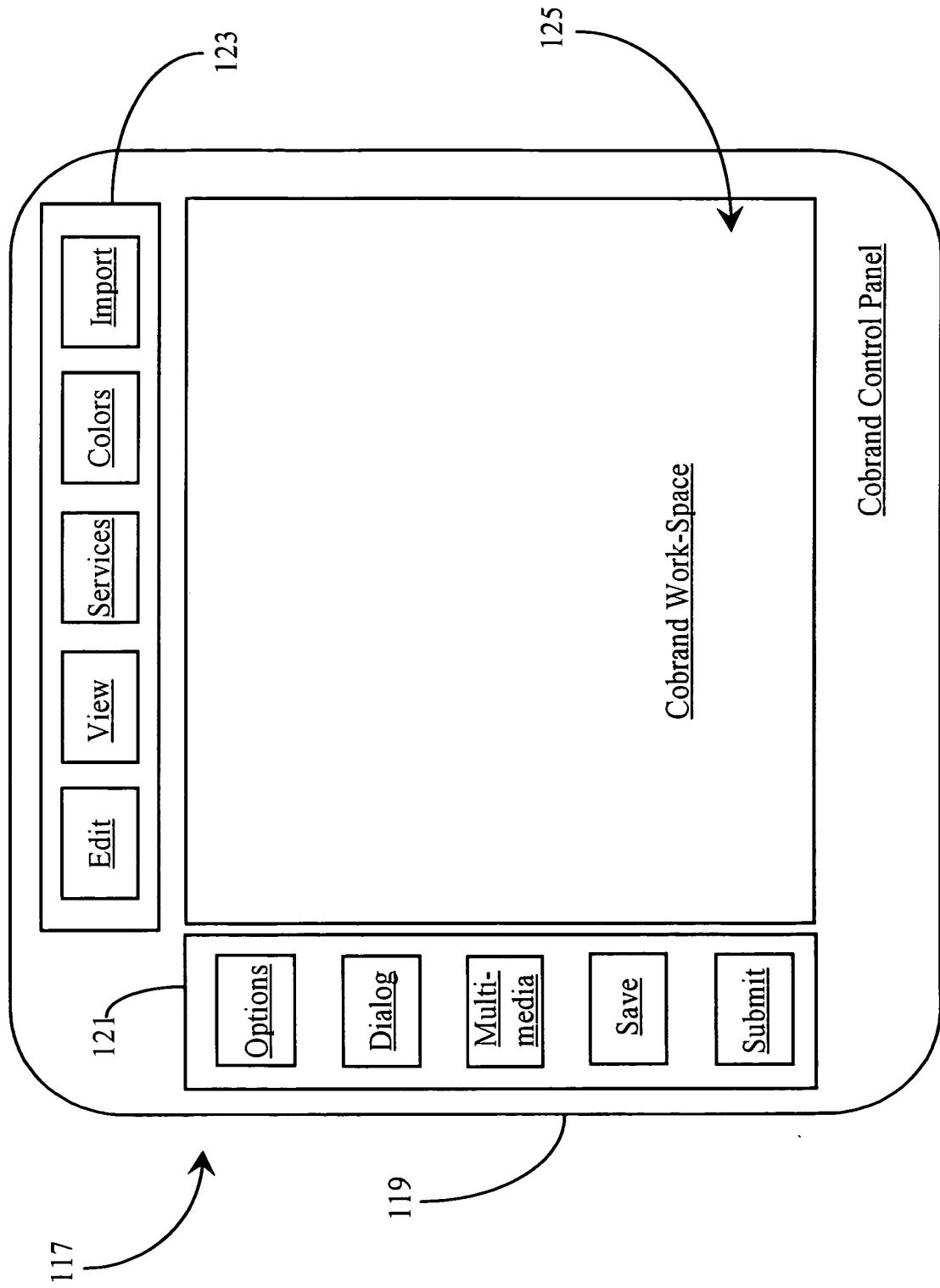


Fig. 5

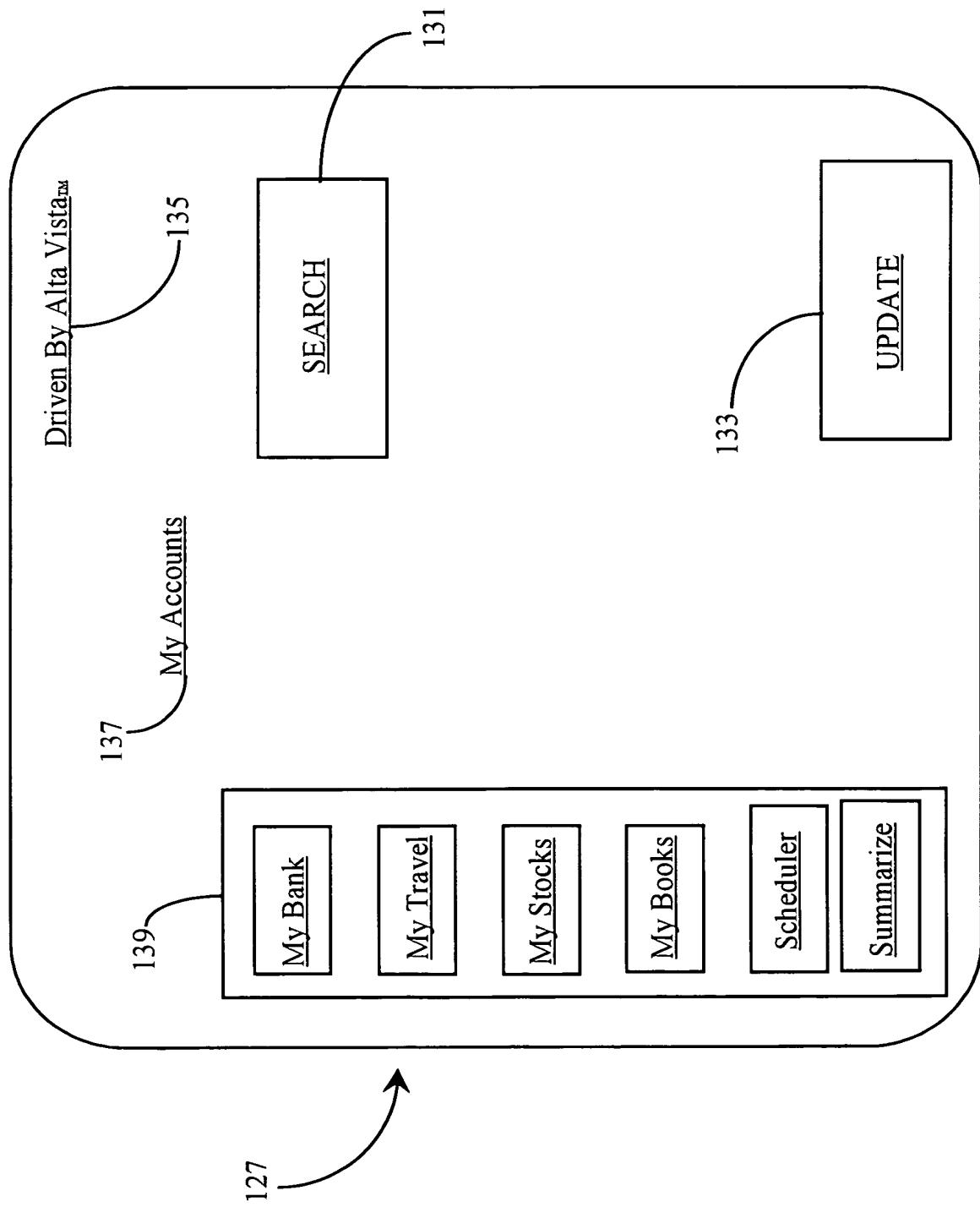


Fig. 6

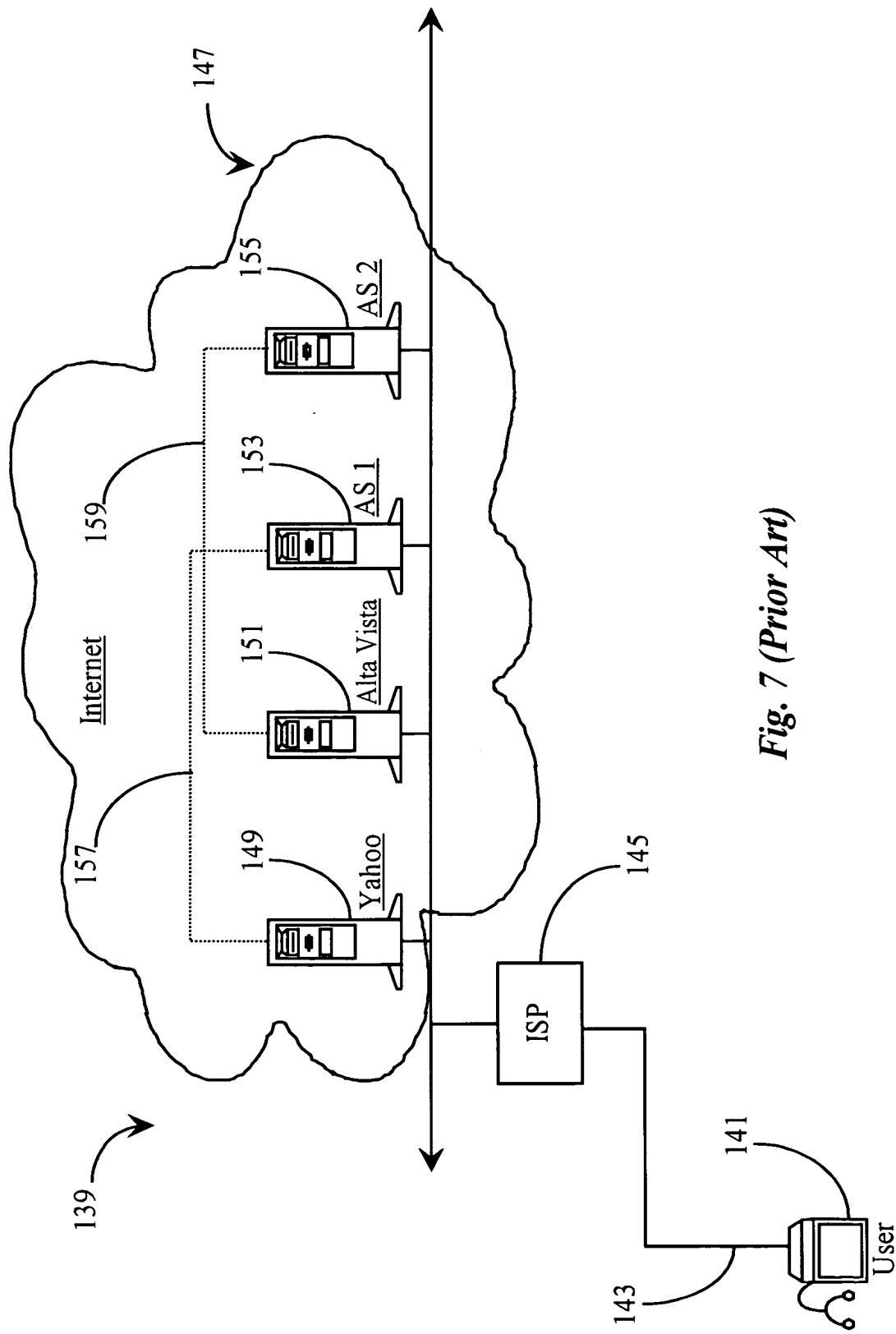
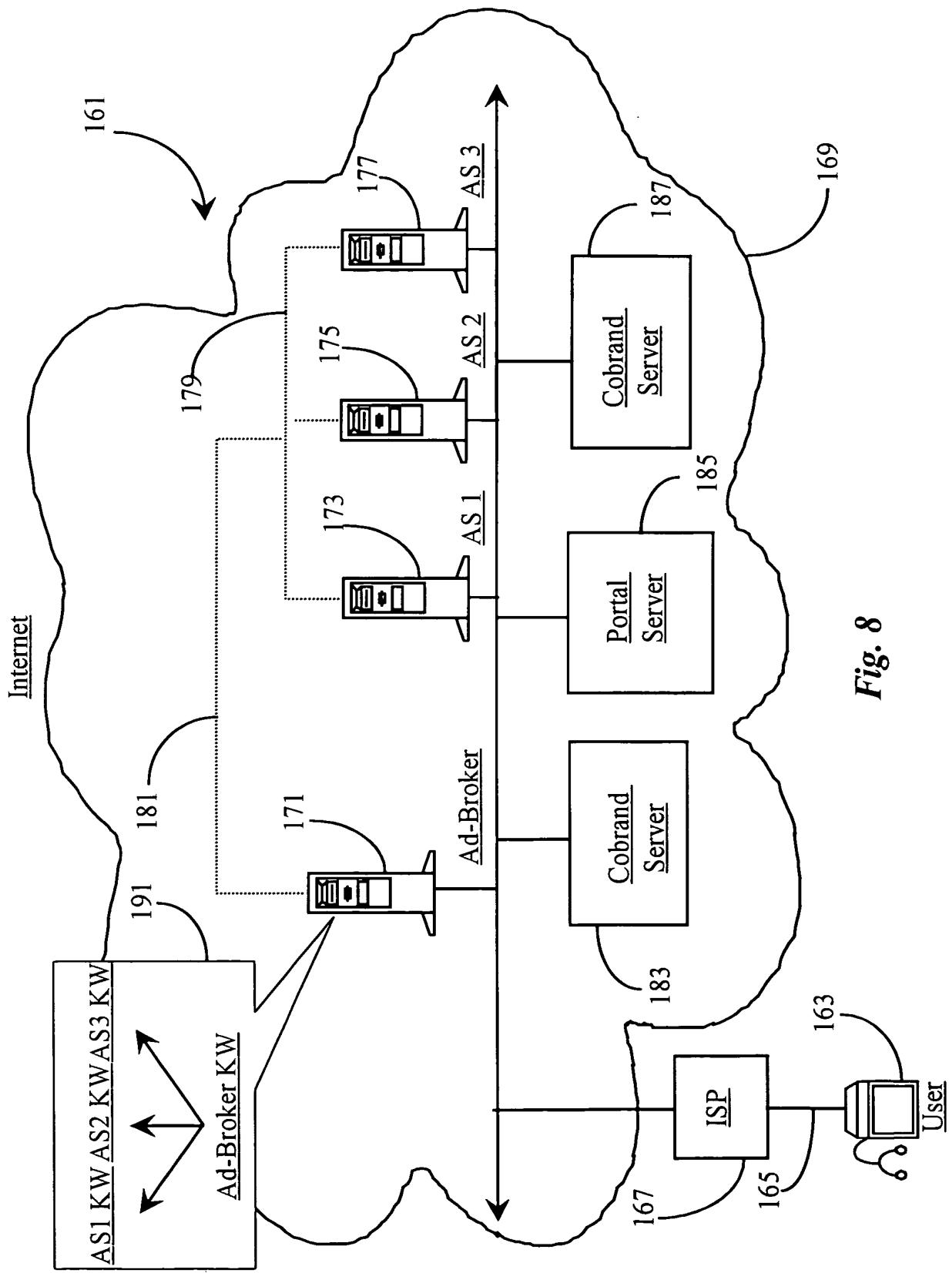


Fig. 7 (Prior Art)



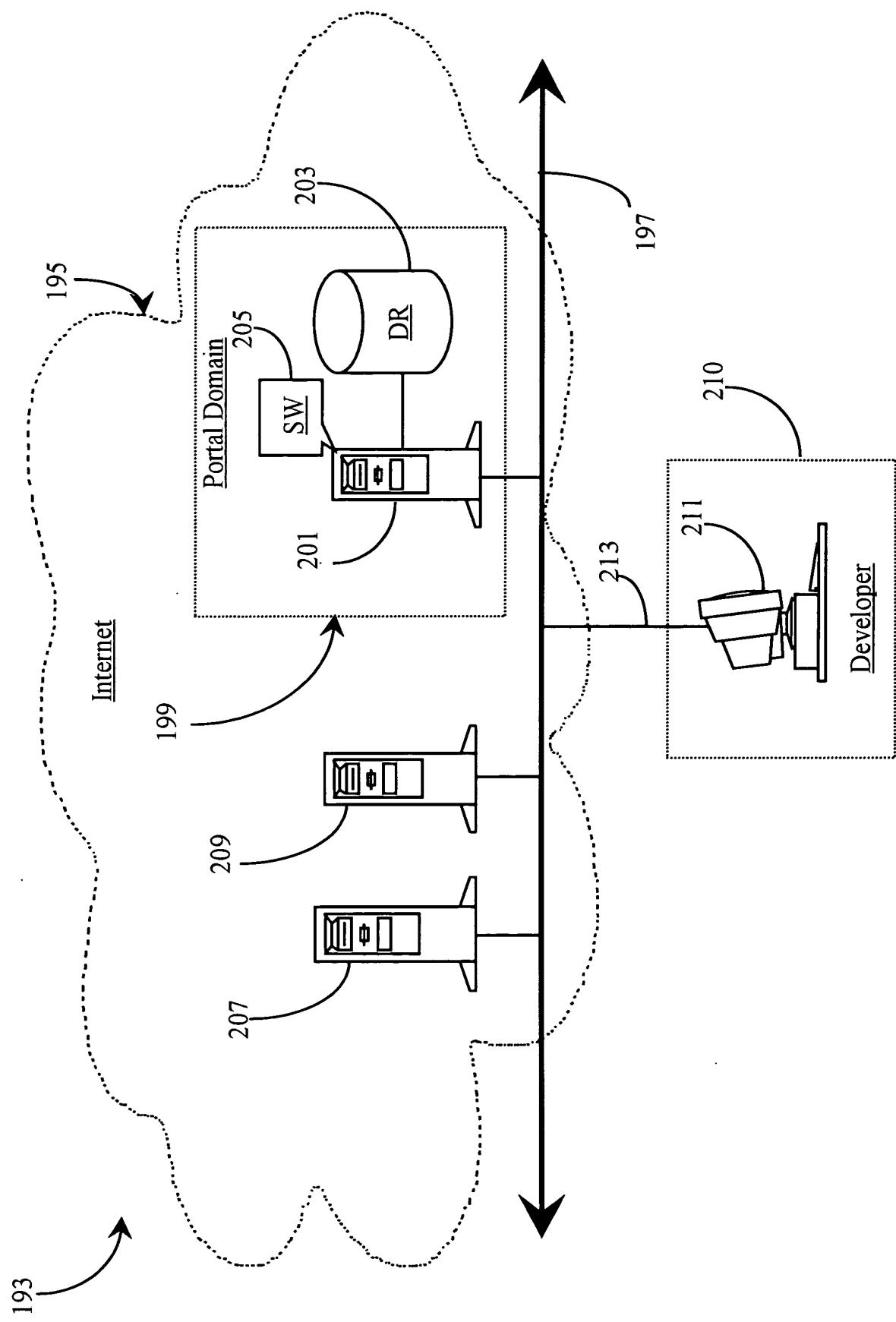


Fig. 9

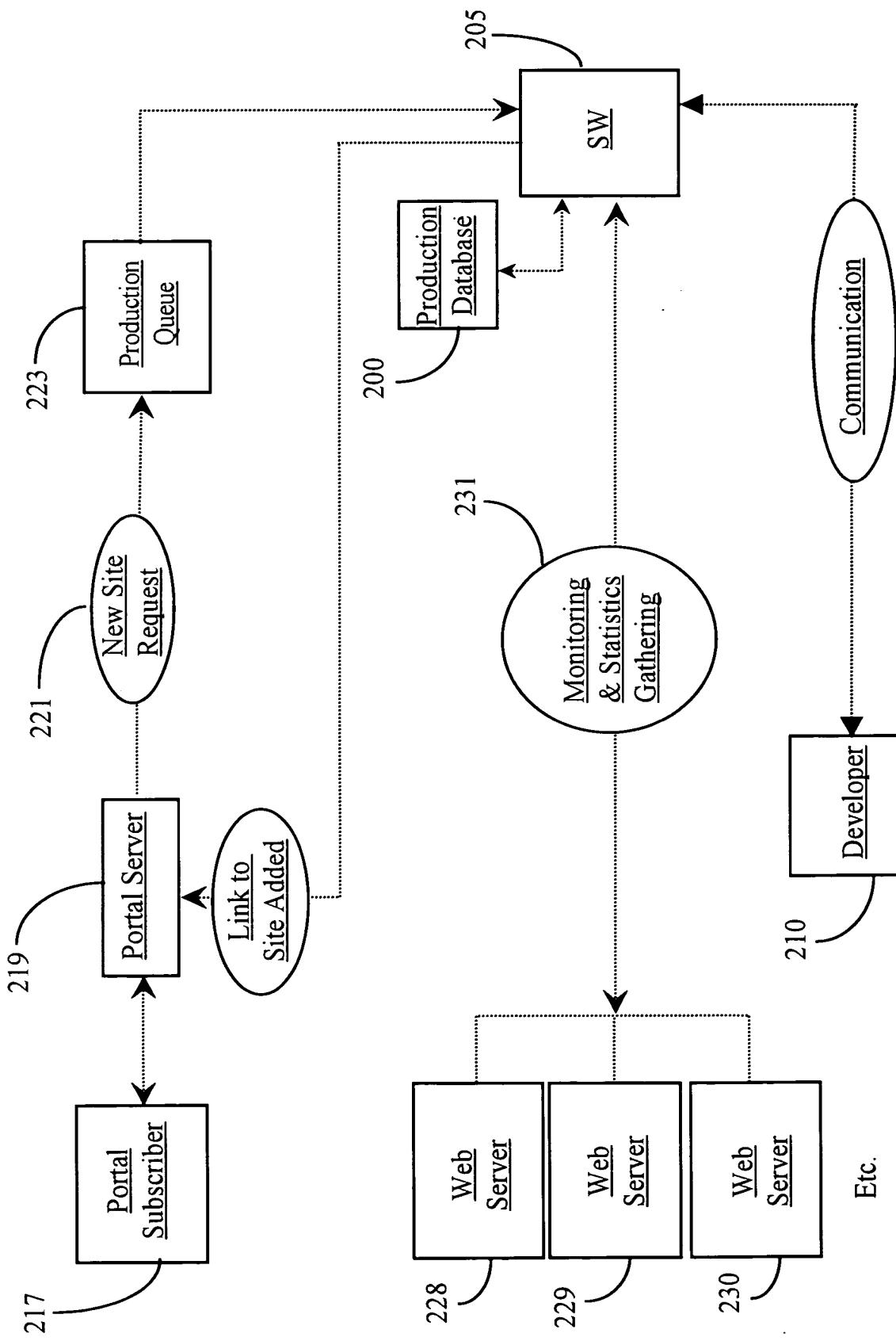


Fig. 10